

Serial No. 09/843,065

Carl Philip Gusler

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**Section I:**  
**AMENDMENT UNDER 37 CFR §1.121 to the**  
**CLAIMS**

Claim 1 (currently amended):

A method of presenting information regarding products, suppliers and offerors to users in a virtual shopping mall on a communications terminal, said communications terminal having a user graphical display, a user input, and a memory, said method comprising:

storing in said memory a set of mall data objects, said mall data objects comprising a graphical map of a virtual shopping mall, said map having a coordinate system associated with positions within the shopping mall, and a plurality of multimedia data objects indexed to said coordinate system;

assigning a customer an initial position having a set of coordinates within the shopping mall;

presenting at least one multimedia data object to a user indexed to said initial position, said multimedia object including at least one background audio object, said background audio object being presented according exclusively to said customer position in simulation of background audio for said position in said mall;

updating said initial position to a subsequent position responsive to a position change command from a user via said user input; and

presenting at least one multimedia object to a user indexed to said subsequent position, said multimedia object including at least one background audio object, said background audio object being presented according exclusively to said customer position in simulation of background audio for said updated position in said mall.

Claim 2 (original):

The method as set forth in Claim 1 wherein said steps of presenting a multimedia data object comprise presenting a visual image of a mall or store interior.

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## Claim 3 (original):

The method as set forth in Claim 2 wherein said steps of presenting a visual image of a mall or store interior further comprise the steps of:

providing a customer-selectable hot spot within said visual image; and  
updating said customer's position responsive to selection of said hot spot.

## Claim 4 (currently amended):

The method as set forth in Claim 1 wherein said steps of presenting ~~multimedia data~~  
background audio objects comprise presenting a sound clip representative of background sound  
within a mall or store interior selected from the group of a background announcement,  
background music, mall background open space sounds, and mall hallway background noises.

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Claim 5 (currently amended):

A computer readable medium encoded with software for presenting information regarding products, suppliers and offerors to users in a virtual shopping mall on a communications terminal, said communications terminal having a user graphical display, a user input, and a memory, said software when executed by said communications terminal causing the communications terminal to perform the following actions:

storing in said memory a set of mall data objects, said mall data objects comprising a graphical map of a virtual shopping mall, said map having a coordinate system associated with positions within the shopping mall, and a plurality of multimedia data objects indexed to said coordinate system;

providing a map of a virtual shopping mall, said map having a coordinate system associated with positions within the shopping mall;

assigning a customer an initial position having a set of coordinates within the shopping mall;

presenting at least one multimedia data object to a user indexed to said initial position, said multimedia object including at least one background audio object, said background audio object being presented according exclusively to said customer position in simulation of background audio for said position in said mall;

updating said initial position to a subsequent position responsive to a position change command from a user via said user input; and

presenting at least one multimedia object to a user indexed to said subsequent position, said multimedia object including at least one background audio object, said background audio object being presented according exclusively to said customer position in simulation of background audio for said updated position in said mall.

Claim 6 (original):

The computer readable medium as set forth in Claim 5 wherein said software for performing the action of presenting a multimedia data object comprises software for presenting a visual image of a mall or store interior.

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## Claim 7 (original):

The computer readable medium as set forth in Claim 6 wherein said software for presenting a visual image of a mall or store interior further comprises software for performing following actions:

- providing a customer-selectable hot spot within said visual image; and
- updating said customer's position responsive to selection of said hot spot.

## Claim 8 (currently amended):

The computer readable medium as set forth in Claim 5 wherein said software for presenting a ~~multimedia data~~ background audio object comprises software for presenting a sound clip representative of background sound within a mall or store interior selected from the group of a background announcement, background music, mall background open space sounds, and mall hallway background noises.

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Claim 9 (currently amended):

A geographically-centered shopping mall browser for presenting information regarding products, suppliers and offerors to users in a virtual shopping mall using a communications terminal, said communications terminal having a user graphical display, a processor, a user input, and a memory, said shopping mall browser comprising:

a set of mall data objects disposed in said memory, said mall data objects comprising a graphical map of a virtual shopping mall, said map having a coordinate system associated with positions within the shopping mall, and a plurality of multimedia data objects indexed to said coordinate system;

a mall map displayer for showing on said communications terminal graphical display a geographical organization of a virtual mall contents;

a customer position initializer for assigning an initial user position having a set of coordinates within the virtual shopping mall;

a position tracker for updating said initial position to a subsequent position responsive to a position change command from a user via said user input; and

a multimedia data object presenter for presenting at least one multimedia object to a customer indexed to said initial position or said subsequent position, said multimedia object including at least one background audio object, said background audio object being presented according exclusively to said customer position or updated position in simulation of background audio for said position in said mall.

Claim 10 (original):

The shopping mall browser as set forth in Claim 9 wherein said multimedia data object presenter is adapted to present a visual image of a mall or store interior.

Claim 11 (original):

The shopping mall browser as set forth in Claim 10 wherein said multimedia data object presenter is further adapted to provide a customer-selectable hot spot within said visual image and to update a customer position responsive to selection of said hot spot.

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Claim 12 (currently amended):

The shopping mall browser as set forth in Claim 9 wherein said multimedia object data presenter is adapted to present a sound clip representative of background sound within a mall or store interior selected from the group of a background announcement, background music, mall background open space sounds, and mall hallway background noises.